

Make it last: a design intervention to improve consumers' expectations of the lifetime of electronics

Consumers' low expectations of the lifetimes of modern electronics contribute to premature product replacement and a continuous demand for more, with severe environmental and social consequences. These low expectations influence the 'mental book value' (MBV) of the product, which starts upon purchase and is slowly depreciated by repeated use until it reaches zero (the breakeven point). A product without MBV is replaced more easily. The intervention aims to postpone the breakeven point by increasing the consumer's lifetime expectations and slowing down the depreciation of the MBV.

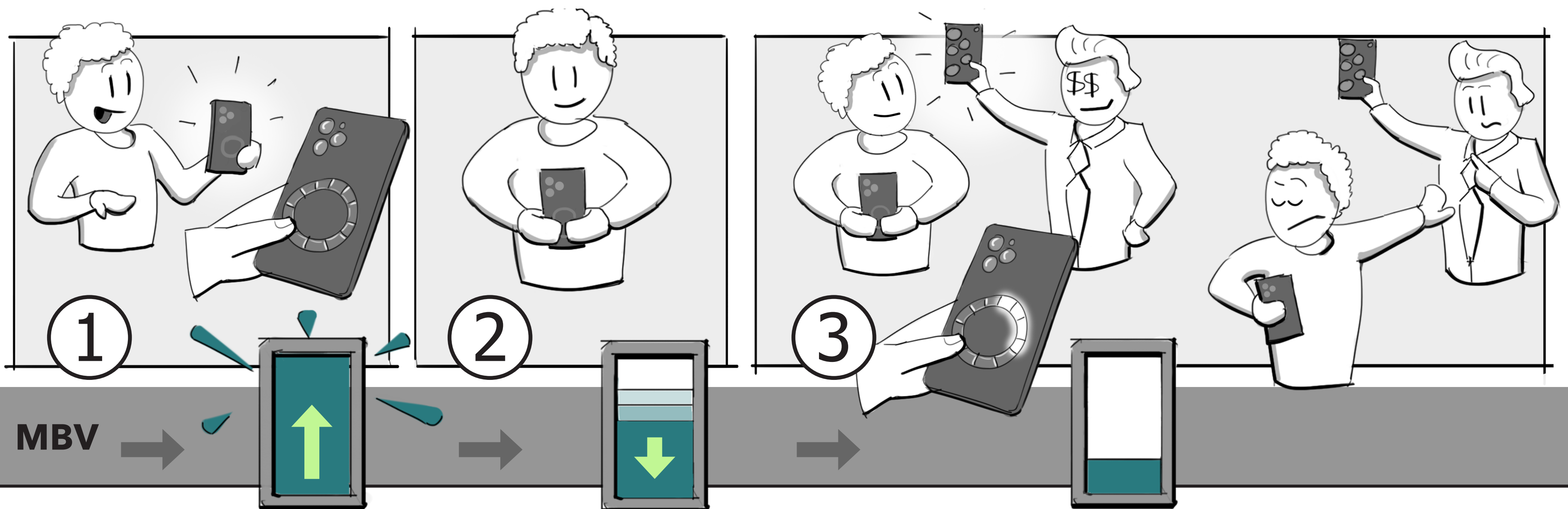


Effect of the intervention

Upon purchase, the number of segments give the consumer a first reference point for its potential lifespan, higher than that of typical alternatives. This determines when the MBV will reach the breakeven point.

During use, the MBV depreciates more slowly because of the higher expectation. The ring and the widget remind the consumer that the device has more in store.

As long as the ring is not yet completed, the consumer feels that the device 'has not yet made its money worth' because it still has remaining MBV. This makes it harder for them to replace it with an alternative. The extra information in the widget further supports retention of the current product.



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